



Top Tips for Market Stallholders

- **Cash and change:**

Please make sure you bring plenty of change on the day for Leonora Golden Gift. There are no banks open in Leonora over the weekend, and the Golden Gift is a busy few days. There is an ATM located in town on the main street outside the Shire offices, and you need to be prepared for people who have big notes. Sometimes having change can mean the difference between making or losing a sale. Once someone walks away with the best of intentions to come back and make a purchase, there is plenty going on to distract them!

- **Presentation:**

Do your best to make your store look the very best it can! If you are using a trestle, bring a table cloth. Avoid making your stall look too cluttered, display your wares at different levels to create a balance that draws the eye, store spare stock away neatly and be ready to greet your customers with a big smile! Be welcoming and friendly – it is contagious!

- **Promotion**

This is very important! Bring your business cards, have a sign promoting your social media pages/website, label your own bags – anything that will help your customers remember your business!

- **Be Prepared**

Be positive. Bring plenty of stock, and make sure you have ample boxes/bags to package your goods for your customers. Make sure you have enough change in your float. If you have a mobile EFTPOS, please be aware that Telstra is the ONLY mobile carrier that works in Leonora – if you are with another network your mobile EFTPOS won't work! Bring a chair, comfortable shoes, dress for the weather and make sure your phone is charged!

- **Something for Everyone**

Have a range of goods and price ranges – specialty items with a higher price tag can draw in a crowd, mid-range items that are still special but more affordable, and lower-priced items that have a high turnover.